

LEO BURNETT COMPANY, Inc.

Ad No. 2108-R - Marlboro Ad - Reg. No. 81094 - 1 Page - 4/C Black-45g x 115g in - Time, 1971 (X)
Printed in U.S.A.

Come to where the flavor is. Marlboro Country.

A man in a cowboy hat, brown jacket, and jeans stands in a snowy, mountainous landscape. He is holding a rifle and has a cigarette in his mouth. A Marlboro cigarette pack and a pack of Marlboro cigarettes are in the foreground. The pack is red and white with the Marlboro logo. The cigarettes are in a white box with the Marlboro logo. The background is a vast, snowy landscape with mountains in the distance.

Keep 28 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.



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